FIG. 3

	Definition	F	The product price should be competitive with comparable, leading products in the	t be compe	rtitive with co	mparable, le	ading pr	oducts in the	
300		E	market segment and should provide an attractive entry price to this market segment.	ould provide	an attractiv	e entry price	to this r	narket segm	ent.
	Information			Name 320	Vendor 330	Version/ Release	Price 350	Pricing	
310	11	Š L	- Assessed Product			340		360	
312		ŏċ	-Competitive Product 1						
		5	ollipetitive Floadet 2						
	Measurement		Compare the product's price to the competitive products. Use the following rating scale:	price to the	s competitive	products. U:	se the fo	ollowing ratin	g scale:
370	seullabilino	2	Price significantly beats competitive product	ats competi	tive product				
		4	Price beats competitive product	ve product					
		က	Price meets competition	ion				I	
		7	Competitive product's price beats assessed product	s price beat	s assessed	product		_	
		-	Competitive product's price significantly beats assessed product	s price signi	ificantly beat.	s assessed r	product		
(- Deviations/	٨	A reasonable price premium may be acceptable if product is unique or if product is	ium may be	acceptable	if product is	unidne	or if product	s
380	380 Considerations	ਠੱ	clearly superior to competitive products in selected criteria measurements.	stitive produ	ucts in select	ed criteria me	easuren	nents.	